

# **MSG200: Exchange Server: Today And Tomorrow**

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Corporate VP, Exchange  
Server  
Microsoft Corporation**

# Messaging Environment Challenges



## Keeping It All Running

- Email is mission critical and needs to be up 24x7
- Messaging infrastructure is no longer an island



## Attacks on the system are proliferating Pressure to Do More With Less

- More demands while resources are reduced
- Messaging deployment requires integrated planning
- Internal “Customers” want service level agreements



## Increased Scrutiny on New Investments

- Understanding ROI needed to justify migrations
- Want input from successful customers and partners



# 9 Top Questions About

## Exchange



### Keeping It All Running

- 9) How do I know I can trust Exchange 2003?
- 8) How can I better manage my infrastructure?
- 7) How can I effectively fight spam and viruses?



### Pressure to Do More With Less

- 6) What's the best way to deploy Exchange 2003?
- 5) Does Active Directory add any value?
- 4) How do I provide cost-effective communications and collaboration?



### Increased Scrutiny on New Investments

- 3) I'm a Lotus customer: Should I consider Exchange?
- 2) Who else is deploying Exchange 2003?
- 1) Where is Exchange going in the future?

Microsoft

Ed  
2004

## 9) How Do I Know I Can Trust Exchange 2003?

- Jointly designed with Windows and Office
- Top priorities were quality and security
  - Security push for Windows and Exchange
  - Didn't ship Exchange

### **"Microsoft IT wins CFO Award"**

"Microsoft IT maintained 99.99% availability while reducing Exchange servers 61%, decreasing from 73 to 7 sites. This resulted in savings of \$10M/year."

### **"Pella consolidates servers and boosts reliability"**

"Window/door manufacturer had outgrown 5.5 and wanted better performance with higher availability... consolidated from 16 servers to a single site with 6 servers in one A/P redundant cluster. They expect availability to go from 99% on 5.5 to 99.999% on Exchange 2003"



# 8) How Can I Better Manage My Infrastructure?

- **Backup/Restore**
  - Snapshot Backup
  - Recovery Storage Groups
- **System Management**
  - Enhanced ESM troubleshooting and error reporting
  - Exchange Management Pack for MOM included in Exchange 2003

# *announcing...*

## **Exchange 2003 SP1**

### **Focus on Manageability**

- Updated Tools for E5.5 Cross-site Mailbox Moves
- Enhanced Exchange System Manager Functionality
  - Recovery storage group wizard
  - VSS now can do differential or incremental snapshots
- Easier RPC/HTTP setup and configuration

### **Other New Tools (Web Download)**

- Outlook - Exchange Profile Update Tool
- OWA Web Admin Tool
- Enhanced Journaling (Compliance support)
- Management Pack Configuration Wizard
- Domain Rename Fix up (XDR-Fixup)

# demo

## **Exchange 2003 Server, Service Pack 1**

**Ed Wu**  
**Product Manager**  
**Exchange Server**



# 7) How Can I Effectively Fight Junk Email and Viruses with Exchange?

- **Exchange 2003**
  - Exchange VSAPI 2.5
  - Protocol-level spam filtering
- **Intelligent Message Filter (IMF)**
  - Exchange server-side anti-spam filtering
  - Based on SmartScreen™ Technology
  - Examines email and applies an “SCL” rating
  - Works with 3rd Party Solutions
- **Edge Services (Available in 2005)**
  - Email protection and security at boundary of network
  - Extensible platform



*announcing...*

# **Availability of Intelligent Message Filter (IMF)**

# demo

## **Intelligent Message Filter (IMF)**

**Ed Wu**  
**Product Manager**  
**Exchange Server**

# 6) Best Way To Deploy Exchange 2003?

- Prepare Well

1. Download documentation
2. Evaluate possible partners
3. Do tech review to assess infrastructure impact
4. Design AD together with Exchange and plan deployment
5. Test migration scenarios

**“MGM Mirage reduces servers 50% and enhances availability”**

“With 10,000 mailboxes, MGM Mirage wanted to simplify administration of email servers. They planned ahead, upgraded to Windows Server 2003 and Exchange 2003 and consolidated from 6 servers to 3 two-node, active-passive clusters. Now have high availability”

- Deploy Correctly

6. Deploy AD

7. Upgrade to 2003 & SP1

- 5.5: Install first 2003 server, then move mailboxes
- E2K: “In-place” to Exchange 2003 before Windows 2003

8. Upgrade supporting infrastructure and incorporate new technologies

**“Abbey National migrates from Exchange 5.5 to 2003”**

“British bank wanted to centralise email infrastructure management and consolidate number of servers to improve performance and increase reliability. With a partner’s help and the new migration tools, the upgrade went speedier than anyone expected.”



# 5) Does AD Add Any Value?

- Top benefits according to customers
  - Centralized, streamlined network management
  - Tighter user account security and single sign-on
  - Centralized directory and Exchange integration
- Overall, 94% of customers are satisfied with AD

## **“K2 Sports reduces IT team’s workload by 50% with AD”**

“Overcame chaos on the network operations side with upgrade to Windows Server 2003 & AD that went so smoothly that nobody realized it took place. Using AD to centrally manage & support desktops and servers reduces IT team workload by 2400 person hours per year...also can give help desk limited permissions.”

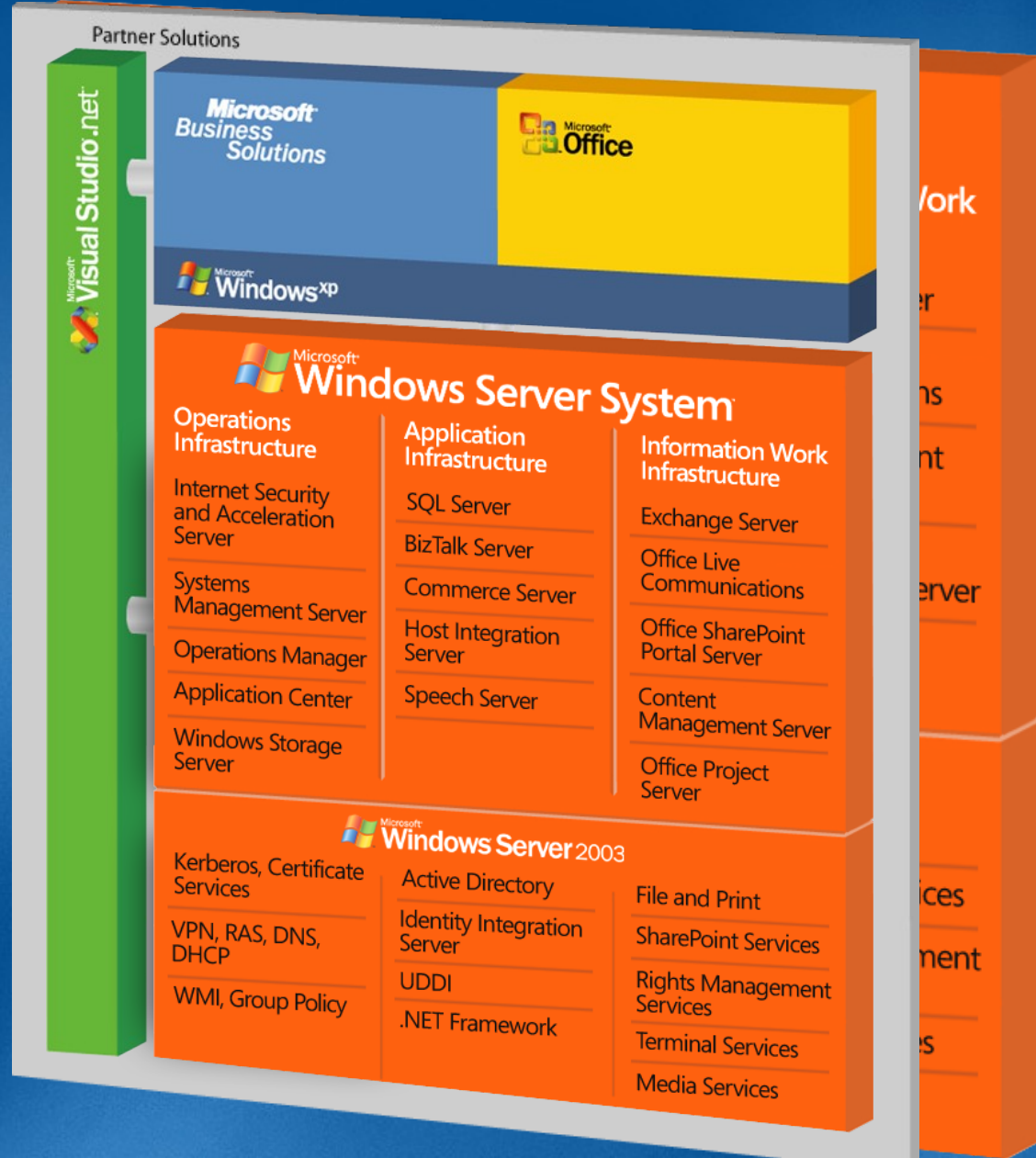
## **“Kimball Homes saves \$45K per year with AD”**

“Staff was spending 15 to 30 minutes per PC just assigning IP addresses... also many requests for new user accounts and software installs. Moved to central directory and can now easily manage servers, PCs, hard disks, user names/passwords, and apps from anywhere on the network. \$25K/year saved due to group security policy management & \$20K/year from automation”

# 4) How Do I Provide Cost-Effective Communications And Collaboration?



- **Trustworthy**
  - **Familiar**
  - **Cost-effective**
- Integrated Innovation*
- **Accessible Technology**



# demo

## **Exchange 2003 “Better Together”**

**Kevin McCuistion**  
**Group Product Manager**  
**Exchange Server**



# 3) I'm A Lotus Customer: Should I Consider Exchange?

- Exchange has best Outlook server and Office integration
- Exchange easier to administer with lower TCO than Notes/Domino\*
- Exchange offers best application integration with Windows Server
- \*Radicati Group study, January 2004
- Partners offer broad range of solutions on Windows Server System

## **"Dutch firm migrated to Office System from Lotus Notes"**

"Grontmij, an engineering firm with 4000 employees, migrated from Lotus Notes to Outlook 2003; consolidated 30 Lotus Notes servers to a clustered Microsoft Exchange and SharePoint environment."

## **"Packaging company migrates 5.5 and Notes to Exchange 2003"**

"Completing merger with Riverwood Holding, Graphic Packing International needed a centralized solution that could converge 1700 Exchange users and 1800 Lotus Notes users...decided to consolidate both on Exchange 2003."

**New: SP1 has R6 Connector and Notes App Analyzer**

## **2) Who Else Is Deploying Exchange 2003?**









# Wragge and Company

**Legal**

**U.K.**

**1,200 mailboxes**

**From GroupWise**

**Top Reason: Mobile Access to Exchange**



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**Siemens**

**Manufacturing**

**Germany**

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**Top Reason: Single Forest Architecture**





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# Ren Ci Hospital Healthcare

Singapore

300 mailboxes

From Exchange 2000

**Top Reason:** Remote Email/Calendar Access





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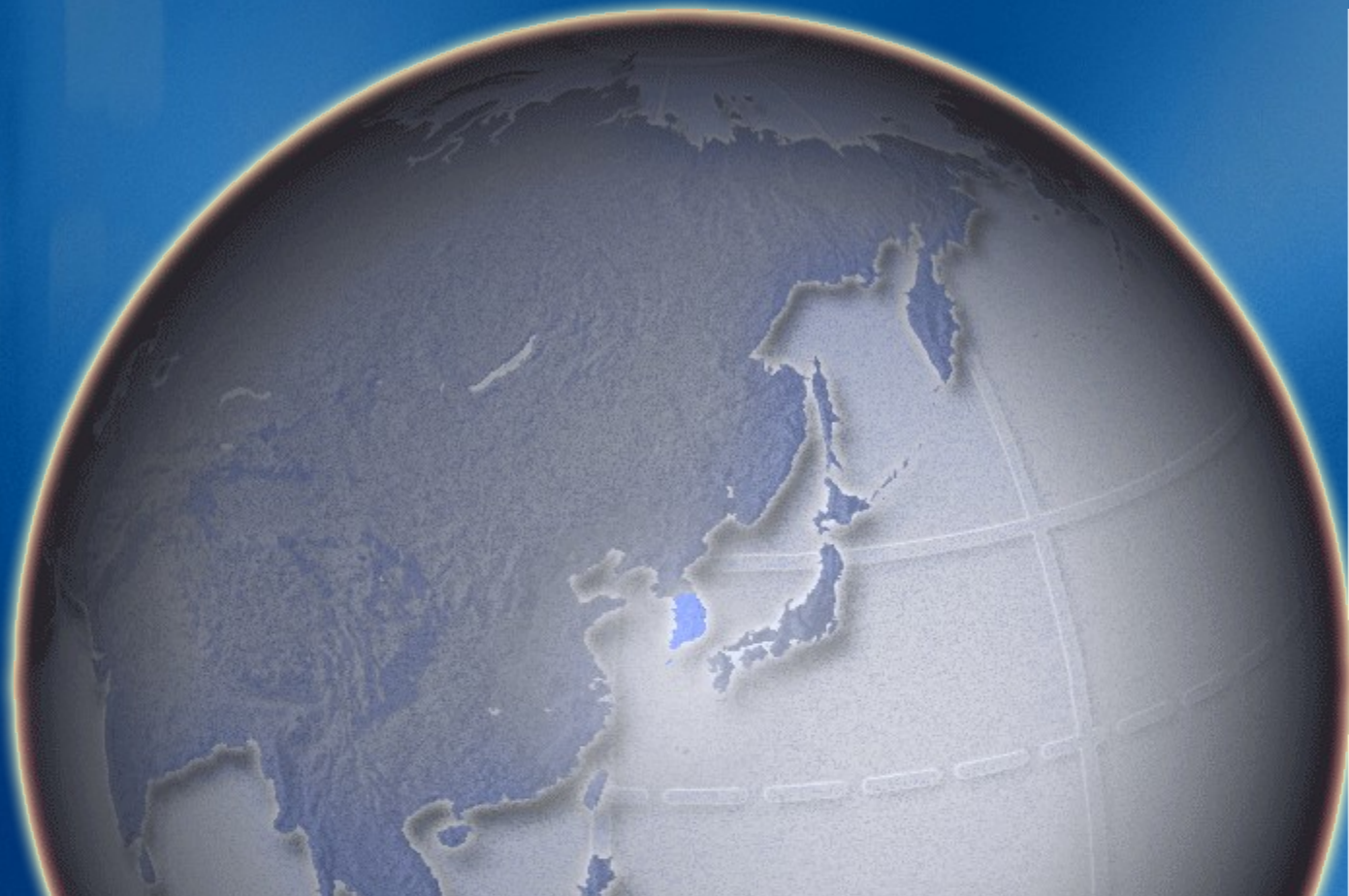
# Hyundai/Kia Manufacturing

Korea

56,000 mailboxes

From Lotus Notes/Domino and Exchange 2000

**Top Reason: "System Stability"**





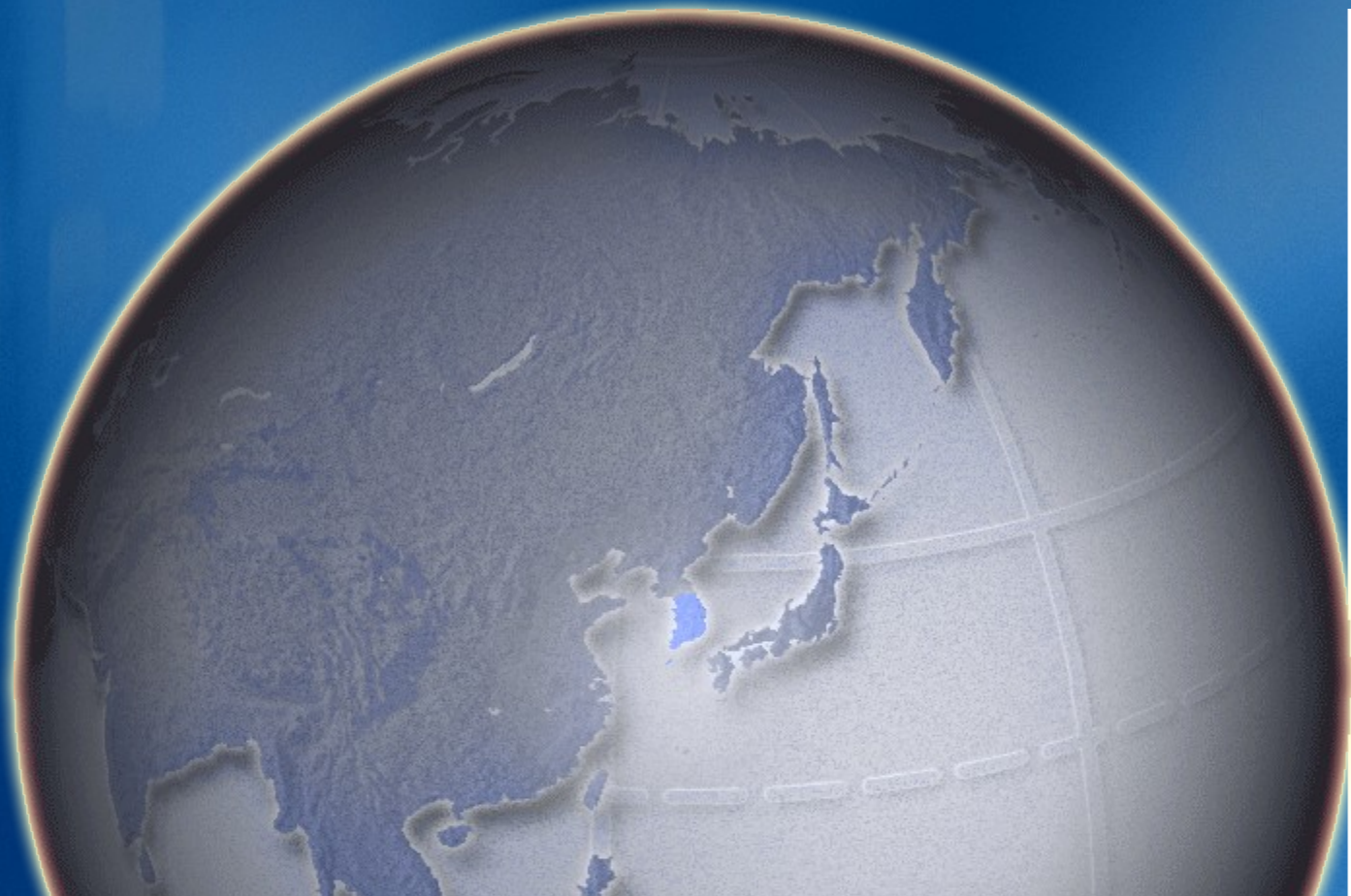
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# Pacific Life Insurance

California, U.S.A.

1,200 mailboxes

From Exchange 5.5

**Top Reason:** Site/Server Consolidation





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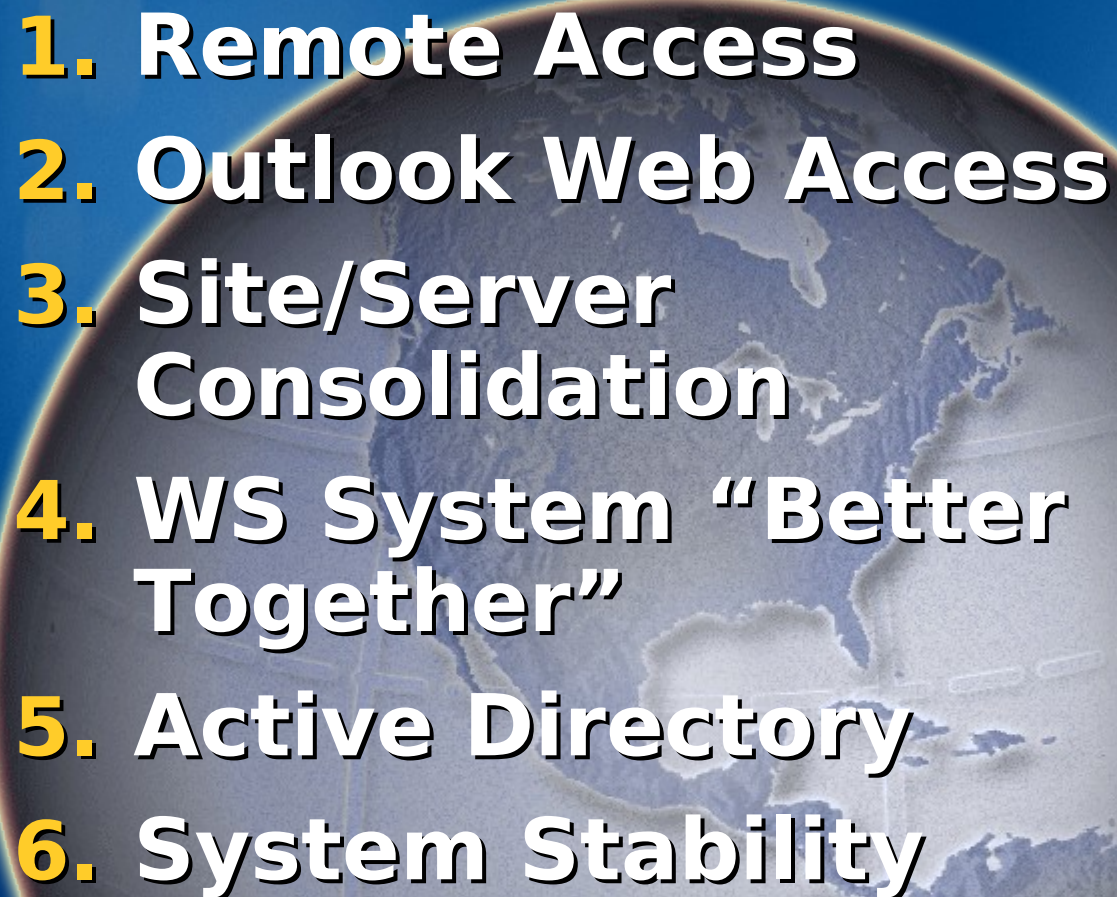
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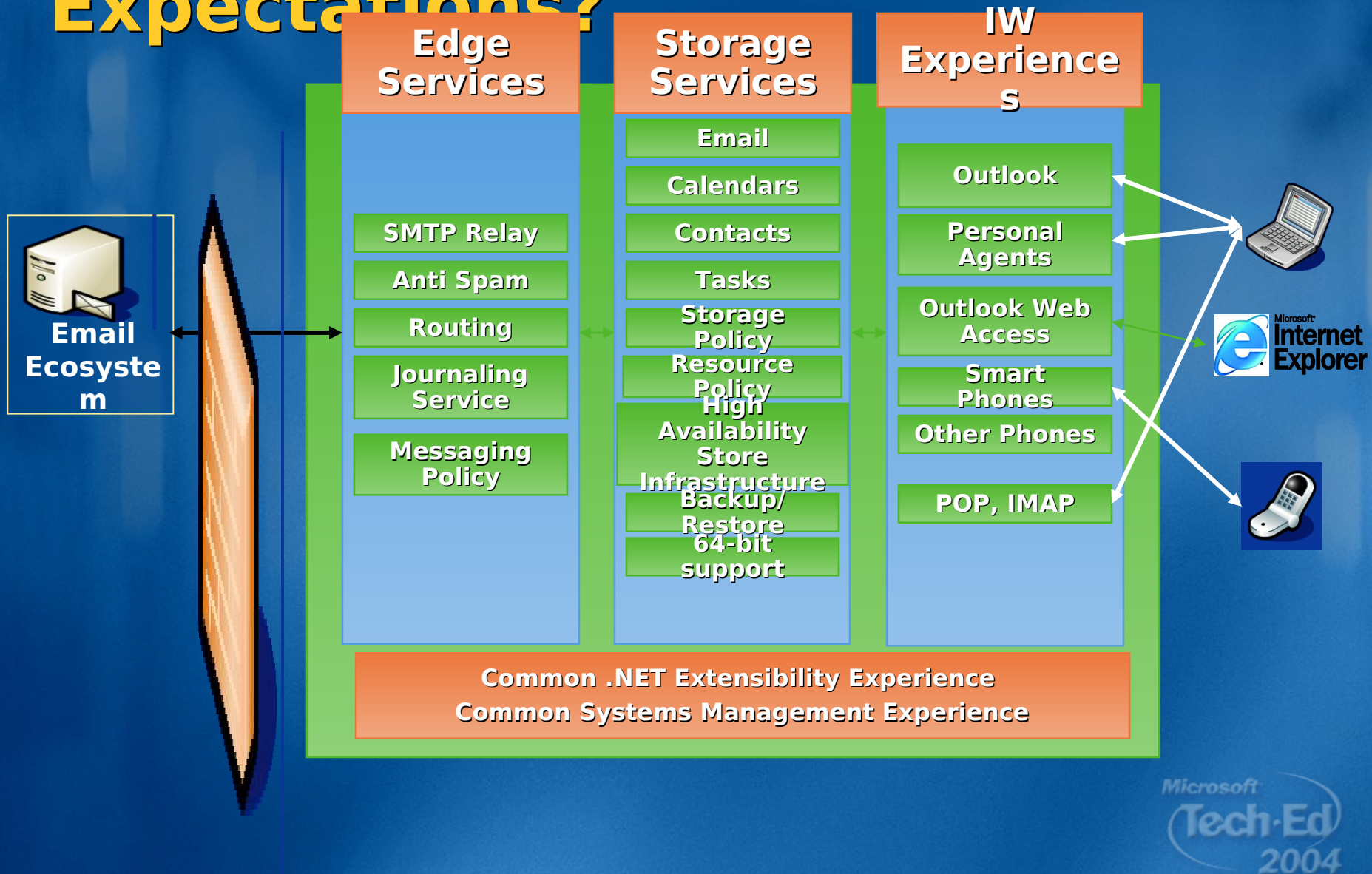


# **Reasons You Might Upgrade?**

- 
- 1. Remote Access**
  - 2. Outlook Web Access**
  - 3. Site/Server Consolidation**
  - 4. WS System “Better Together”**
  - 5. Active Directory**
  - 6. System Stability**



# 1) Future Exchange Expectations?



# Microsoft® Exchange Server Roadmap

## Today<sup>p</sup>

- ✓ ▶ Outlook Cached Mode
- ✓ ▶ VPN'less access to Exchange
- ✓ ▶ Enhanced OWA
- ✓ ▶ Integrated Mobility
- ✓ ▶ Anti-spam and IMF
- ✓ ▶ Enhanced Anti-virus
- ✓ ▶ VSS Backup/Restore
- ✓ ▶ Recovery Storage Group
- ✓ ▶ Site Consolidation
- ✓ ▶ Improved Deployment and Troubleshooting Tools
- ✓ ▶ Service Pack 1

✓ shipped

## 2005

- ▶ Exchange Edge Services
- ▶ Best Practice Analysis Tools for Exchange

## Futur e

- ▶ Enhanced Calendaring
- ▶ Email Lifecycle Management
- ▶ Enhanced Mobility
- ▶ Enhanced Security and Anti-spam
- ▶ Improved TCO and Manageability
- ▶ Longhorn Server Support
- ▶ 64-bit
- ▶ WSS Common Engineering Criteria
- ▶ Web Services and Web Parts



# Session Evaluation

Please fill out a session evaluation on CommNet

**Q1: Overall satisfaction with the session**

**Q2: Usefulness of the information**

**Q3: Presenter's knowledge of the subject**

**Q4: Presenter's presentation skills**

**Q5: Effectiveness of the presentation**

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## 2) Who Else Is Deploying Exchange 2003?



## **“Siemens manages 340K desktops with Windows Server System, saves millions”**

“A few years ago, Siemens supported its business with 1000 domains in a highly decentralized structure. They wanted a single, centralized Active Directory to streamline user management, email, and collaboration. Thanks to Windows Server System, Siemens has deployed a single-forest architecture and directory that simplifies and facilitates management, saves tens of millions of dollars annually, and helps Siemens to add business value that it couldn't otherwise consider. Key products are Windows Server 2003, Exchange Server 2003, Office Live Communications Server, and Office 2003 Professional.”



## 2) Will Exchange 2003 pay off for me?

### **"Timex consolidates servers & improves remote access"**

"With operations on four continents, Timex plans to reduce costs by consolidating field office email servers with its upgrade to Exchange. Early deployment of OWA is making life easier for Timex's remote users...plans to use cached Outlook and Pocket PC..."

### **"California Grown Nuts embraces Small Business Server 2003"**

"Windows SBS 2003 provides California Grown with critical email capabilities throughout the company...free-busy features expedites group scheduling that is vital to coordinating and tracking inbound and outbound nuts..."

### **New for End Users in SP1:**

- **Auto-Accept Agent (Server-Side)**
- **OWA has new languages & spell-check**
- **OMA has new UI, bigger text box entry, out of office, & search folders**